

Brand(ing Platform Types ...

Co-brand(ing (Partnership/Collaboration/Alliance)

e.g. Apple+Nike. Apple+Motorola. Puma+Starck. Redbull+GoPro.
Audi+Bose. Audi+Bang & Olufsen. Oneworld Alliance / Star Alliance ...

Sub-brand(ing

e.g. Scion—Toyota—Lexus. Hugo—Hugo Boss—Boss.
A di Alessi—Alessi—Officina Alessi. Emporio Armani—Giorgio Armani—
Armani+ ...

Component-brand(ing (incl., Ingredient-brand(ing)

e.g. Nike Air, Nike Shox. Nike Flyknit. Intel Inside. Apple MagSafe, Apple Retina
Display, Apple Multi-touch Apple M2 Chip. Ecco Shock Point. Tefal Thermo
Spot. Gillette Lubrastrip. Ingredient-brand(ing: Xylitol. Dupont Teflon.
3M Thinsulate ...

Corporate-brand(ing (Umbrella)

e.g. Samsung. Unilever. Nestle. Apple. P&G. Johnson & Johnson. S.C. Johnson
& Son ...

Endorsed-brand(ing

e.g. Nestlé: Nescafé, Nespresso, Perrier, S.Pellergrino, Cheerios, Kitkat,
Milkybar, Smarties ...

Product-brand(ing

e.g. Dove. Maglite. Global Knives. iMac, MacBook Pro, MacBook Air, iTunes,
iPhone, iLife, iWork, Apple Watch. Audi A4, BMW 3 Series ...

B2B2C-brand(ing (Partnership/Alliance)

e.g. KONE Elevators/Escalators/Auto Walks. JCDcaux. Airbus. Airbus+Finnair.
B2B Partnership-branding: Oneworld Alliance. Star Alliance.

Brand Extensions

e.g. Muji, Muji Food, Muji Restaurants, Muji Homes, Muji Hotels. Nobu Restaurants, Nobu Hotels. Camper, Camper Restaurants & Cafés / Camper Hotels. Armani—Giorgio Armani, Armani Hotels, Armani Restaurants, Armani Casa ...

Personal-brand(ing)

e.g. Elon Musk+Corporate Brands: TESLA / Space X / the Boring Company / TESLA Energy / Twitter. Prince Harry+Meghan Markle ...

Service-brand(ing)

e.g. FedEx, FedEx Express, FedEx Freight, FedEx Ground. DHL, DHL Express, DHL Global Forwarding, DHL Freight, DHL Parcel ...

Media-brand(ing)

e.g. Orion. Apple. Disney. Comcast. Netflix. AT&T – Time Warner. Sony ...

Purposeful-brand(ing (Cause-based)

e.g. TOMS. Patagonia. ...

Employer-brand(ing)

e.g. Google. Blinkist. ref.: TalentLyft...

Retailers own-brand(ing)

e.g. K-Market—Pirkka. Lidl—Chef Select. Harrods,. Target—Target Edition ...

Designer own-brand(ing)

e.g. Jasparr Morrison, Paul Smith ...

Interesting Sources & Resources on Branding & Management ...

Brand Glossary (Interbrand)

<https://interbrand.com/london/thinking/what-is-a-brand/>

Brand Academy

<https://www.brandmasteracademy.com>

Management (Glossary of Terms, Methods, Models, Theories)

https://www.valuebasedmanagement.net/#google_vignette